

**PENGARUH *USEFULNESS*, *EASE OF USE*, *RISK* TERHADAP
INTENTION TO BUY ONLINE PATISSERIE MELALUI
CONSUMER ATTITUDE BERBASIS MEDIA SOSIAL DI SURABAYA**

Jenny Irawati

irawati.jenny@gmail.com

Program Manajemen Perhotelan, Fakultas Ekonomi, Universitas Kristen Petra,
Surabaya, Indonesia.

ABSTRAK: Penelitian ini dilakukan untuk mengetahui apakah *perceived usefulness*, *perceived ease of use*, *perceived risk* berpengaruh terhadap *intention to buy online patisserie* melalui *consumer attitude* dengan media sosial *instagram* di masyarakat Surabaya. Penelitian ini merupakan penelitian kuantitatif. Teknik analisa yang digunakan dalam penelitian ini adalah *Partial Least Square* (PLS). Hasil menunjukkan bahwa *perceived usefulness* memiliki pengaruh positif dan signifikan terhadap *consumer attitude*, *perceived ease of use* memiliki pengaruh positif dan signifikan terhadap *consumer attitude*, *perceived risk* memiliki pengaruh negatif dan signifikan terhadap *consumer attitude*, dan *consumer attitude* memiliki pengaruh positif dan signifikan terhadap *intention to buy online*. Sehingga *consumer attitude* adalah variabel yang harus ada antara *perceived usefulness*, *perceived ease of use*, *perceived risk* dan *intention to buy online*.

Kata Kunci:

Perceived usefulness, *Perceived ease of use*, *Perceived risk*, *Consumer attitude*, *Intention to buy online*.

ABSTRACT: The aim of this research is to find the impact of perceived usefulness, perceived ease of use, and perceived risk towards online patisserie buying intention through customer attitude using instagram as customer's social media in Surabaya. This thesis is using quantitative research, and Partial Least Square (PLS) as it's analysis technique. The results show that the influence of perceived usefulness and perceived ease of use to customer attitude are positive and significant. Yet perceived risk to consumer attitude is negative and significant, and consumer attitude to intention to buy online is positive and significant. This research proved that customer attitude need to be existed between perceived usefulness, perceived ease of use, perceived risk and intention to buy online.

Keywords:

Perceived usefulness, *Perceived ease of use*, *Perceived risk*, *Consumer attitude*, *Intention to buy online*.

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